

Resource Production, Printing, Distribution, and Ordering

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Introduction

Application of design and production standards helps to build a strong visual identity and corporate image. The use of design project planning and design tools also helps to ensure effective graphic design, creates an efficient workflow and allows for quality and cost-effective production of materials, whether produced internally or sent for external reproduction. The distribution of resources in the community is frequently used as a component of public education.

Purpose

To inform health unit board of health, employees, students, volunteers and contractors of the agency standards and parameters for the resource production and printing and distribution and ordering requirements for resource materials.

Legislative Authority

Copyright Act R.S., c. C-30, s.1

Policy Definitions and Interpretation

Resources are materials produced and distributed by the agency for the purpose of educating, informing or influencing. These materials can include but are not limited to pamphlets, manuals, web materials, reports, position papers, posters, note pads, tear sheets, tip sheets, magnets and other promotional items.

Policy

Resource and information materials produced and/or distributed by the agency will reflect current public health research and guidelines related to the subject. Content is approved in accordance with the parameters set by the program and service, partner agencies or funding agreements.

All resources produced by the health unit will follow design and production standards as defined by the health unit Graphic Designer.

All resources produced by the health unit will identify the source i.e., agency/project name and agency/project logo and production/publication date as well as any required logos and acknowledgement statements per funding agreements.

Where appropriate, resources will include a copyright notice and a statement regarding the parameters for reproducing all or part of a publication (e.g. Health Matters newsletter, health status reports).

Resources developed by other health units or agencies, if suitable and readily adaptable to meet program and service needs, will be used where authorized and appropriate. Before using or adapting resources produced by other companies or agencies, permission will be obtained in writing and the original source will be acknowledged as appropriate. (See also PR0102 Copyright Policy)

All resources approved for use by health unit staff will be added to the agency resource data base for tracking of approved resources and for the purpose of ordering supplies.

Procedures

A. Design and Development

1. When promotional and educational materials for external distribution are to be produced or reproduced by the agency, the program team or service will review the design project checklist to identify the production requirements, and in consultation with the health unit Graphic Designer determine the process for creating, finalizing and producing the material required. This could involve:
 - a. Use of SMDHU design templates to mock up draft material for review by the Graphic Designer or designate.
 - b. Creation of draft materials following the principles of good design and design tip sheets for review by the Graphic Designer or designate.
 - c. Updating editorial content of designs created by the Graphic Designer.
 - d. Assignment of the design project to the Graphic Designer or designates work schedule (with approval and timelines established by the Corporate Communications Team Leader).
 - e. Use of contract design services to develop the materials. Such materials will be forwarded to the health unit Graphic Designer for review.
2. When materials are designed by other agencies, partnerships or coalitions and the health unit logo is included, the Manager of the respective program or service will review the final product to ensure that the logo use meets SMDHU Logo Guidelines.
3. When materials, including photos, from another health unit, agency or company are being adapted or reproduced in materials bearing the SMDHU logo the Manager of the respective program will ensure permissions to use and/or copyright is respected. Refer to the Copyright Policy PR0102.
4. When materials are being produced with external funding sources, the Manager is responsible to ensure that any required logos and acknowledgement statements are included on the material as per funding agreements.

B. Production

1. Requests for internal colour laser copying (20 sheets maximum) are sent by email to the Graphic Designer (Barrie) or HLS Program Assistant (Gravenhurst)
2. For internal copying
 - a. Quantities of 500 (single sided) or less
 - b. Use original artwork for copying
 - c. Copy-test material to ensure quality reproduction
3. Requests for external copying or printing are prepared using Print Quotation form PR0105 (F1) to guide the quote and order processes. Quantities ordered should be based on no more than a six-month supply need. Requisition forms are to be completed for Director approval and signature as per service area procedures.

C. Distribution

1. Once the materials are received a Resource Master List Change form is prepared and sent to the appropriate Manager.
2. The Manager will forward the approved Resource Master List Change form with a hard copy of the print material or the original artwork for photocopied materials to the designated Resource Database Program Assistant, Healthy Living Service, Barrie Office. The Manager will identify the anticipated stock requirements and a minimum quantity of stock to be available.
3. The Resource Database Program Assistant will scan and add the resource to the agency database, including information related to distribution (for staff only, general public distribution, order to be approved by, etc), and notify staff of the addition.
4. When additional stock of a resource is required, the Resource Database Program Assistant will notify the appropriate program Manager to obtain instructions for reordering.
5. When a resource is no longer current or relevant a request for removal of the resource from the database will be forwarded by the Manager to the Resource Database Program Assistant for updating of the database and notification to staff of the withdrawal of the resource.
6. A master file of approved and removed resources will be maintained centrally by the HLS Resource Database Program Assistant in accordance with agency records management policies.

D. Ordering

1. Staff planning to utilize resources for an event will place an order from the HLS Resource Database Program Assistant utilizing the electronic order form (link) on the intranet.
2. A minimum of five (5) business days notice is required to fill the order and ship to the office location of the recipient.

3. Unused materials may be returned to the Resource Database Program Assistant for restocking and should not be stockpiled in the local office setting. Please include the quantity of each resource that you are returning.

Related Policies

PR0102 Copyright

PR0103 Use of Health Unit Logo

FI0107 Health Unit Purchasing and Contracting Services

Related Forms

PR0105(F1) Print Quotation

Review/Revision History

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